## **New Order**

Agency:

Crossroads Media LLC

Station:

WJLA-TV Normal

Flight Start:

05/24/2012 05/31/2012

Office: Cllent:

12 - CrossroadsGPS

Alexandria

Order Type: Cancel Date:

Flight End:

Hlatus:

Product:

11 - Crossroads GPS

Billing Cycle:

Monthly

Billing Calendar:

**Broadcast** 

Estimate: 547 - GPS VA TV 30'S 5.24-5.31.12 Received in ePort:

5/16/2012 2:15:32 PM

**Primary Demo:** 

Local/National:

Local

**Airtime Dollars: Interactive Dollars:**  \$37,300.00 \$0.00

Demo 2:

Piggyback Product:

A35+

Rep Office:

WJLA-TV

Non-Airtime Dollars:

\$0.00

Demo 3:

AE:

**Barbara Monares** 

**Total Dollars:** 

\$37,300.00

GRP:

50.80

Phone: OrderID:

Status:

**Total Spots:** 

15

CPP:

\$734.25

Comments:

Separation: 30

2132534

New

MarketShare:

## **Daily Airtime Lines**

Line	Daypart	DPT													Totals	Totals for Entire F	
No	(Program)	Code	Rate	C/T	Len	5/24	5/25	5/26	5/27	5/28	5/29	5/30	5/31		Spots	Rtg	CPP
1	ThFMTuW 6P- 6:30P ABC7 NWS AT 6	EN	\$1,600.0 0	С	30	1	0	0	0	1	0	1	0		3	2.90	\$551.72
LPMa	ay/2011LP (pav)																
2	ThFMTuW 7P- 7:30P WHEEL-FORTNE	PA	\$3,000.0 0	С	30	0	1	0	0	0	1	0	1		3	4.10	\$731.71
LPMay/2011LP (pav)											]						
3	ThFMTuW 7:30P-	PA	\$4,000.0	С	30	1	0	0	0	1	0	1	0		3	5.20	\$769.23
	JEOPARDY		U														
LPMa	May/2011LP (pav)																
4	ThFMTuW 11P- 11:35P ABC7 NWS AT 11	LN	\$2,500.0 0	С	30	1	0	0	0	1	0	1	0		3	2.70	\$925.93
LPM	LPMay/2011LP (pav)								-								
5	ThFMTuW 11:35P- 12:05A ABC-NITELINE	LF	\$1,200.0 0	С	30	0	1	0	0	0	1	0	0		2	1.80	\$666.67
LPMa	LPMay/2011LP (pav)																
6	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.0 0	С	30	0	0	0	1	0	0	0	0		1	2.50	\$640.00
LPMa	LPMay/2011LP (pav)																

**New Order (Page 3)** 

Agency: Crossroads Media LLC Station: WJLA-TV Order ID: 2132534 Client: 12 - CrossroadsGPS **Product:** 11 - Crossroads GPS Estimate: 547 - GPS VA TV 30'S 5.24-5.31.12 05/24/2012 Flight Start: Flight End: 05/31/2012 Received in ePort: 5/16/2012 2:15:32 PM Line Daypart DPT **Totals for Entire Flight** No (Program) Code Rate C/T Len 5/24 5/25 5/26 5/27 5/28 5/29 5/30 5/31 Spots Rtg CPP Total Spots: 3 2 0 1 3 2 3 15 1 Total GRP/GIMP(000): 10.8 5.9 0.0 2.5 10.8 5.9 10.8 4.1 50.8 Cash\$ - Spots: \$37,300.00 - 15 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$37,300.00 Total CPP/CMP: \$734.25